CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
484802 /	06226637

Product
DEAN HELLER 4 SENATE

Contract Dates	Estimate #
09/26/12 - 10/02/12	

Advertiser	Original Date / Revision
Dean Heller For Senate	10/02/12 / 10/02/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 19	KVVU	09/27/12	09/27/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	$200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	---2---	2	$100.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th-----	:30	~~$100.00~~	NM
	See MG 19.3,19.4							
2	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th-----	:30	~~$100.00~~	NM
	See MG 19.3,19.4							
3	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th-----	:30	$100.00	NM
Ⓜ	MG for 19.1,19.2							
4	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th-----	:30	$100.00	NM
Ⓜ	MG for 19.1,19.2							

E 25	KVVU	09/26/12	09/28/12	The Dr.Oz Show	4-5p		:30			NM	3	$525.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	--WTF--	3	$175.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
3	KVVU	09/24/12-09/30/12	The Dr.Oz Show	4-5p	---WThF----	:30	~~$175.00~~	NM
	See MG 25.4							
4	KVVU	10/01/12-10/02/12	More M-F 9-10a	M-F 9a-10a	MTu--------	:30	$175.00	NM
Ⓜ	MG for 25.3 09/28							

E 26	KVVU	10/01/12	10/02/12	The Dr.Oz Show	4-5p		:30			NM	2	$350.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/01/12	10/07/12	MT-----	2	$175.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	MTu--------	:30	~~$175.00~~	NM
	See MG 26.3							
3	KVVU	10/02/12-10/02/12	Extra	M-F 1:05-1:35am	-Tu--------	:30	$175.00	NM
Ⓜ	MG for 26.1 10/02							

E 27	KVVU	09/26/12	09/28/12	Fox 5 News at 5	5-530p		:30			NM	2	$825.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	--WTF--	3	$275.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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(702)435-5555

Contract / Revision	Alt Order #
484802 /	06226637

Contract Dates	Product	Estimate #
09/26/12 - 10/02/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	KVVU	09/24/12-09/30/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 27.4,27.5												
2	KVVU	09/24/12-09/30/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 27.4,27.5												
3	KVVU	09/24/12-09/30/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 27.4,27.5												
4	KVVU	09/26/12-09/28/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	---WThF----	:30		$600.00	NM		
Ⓗ	MG for 27.1,27.3,27.2											
5	KVVU	09/30/12-09/30/12		Friends Weekend	5-6p	---------Su	:30		$225.00	NM		
Ⓗ	MG for 27.1,27.3,27.2											
N 32	KVVU	10/01/12	10/02/12	MORE Access	630-7pm		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	MT-----	2	$200.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	KVVU	10/01/12-10/07/12		MORE Access	630-7pm	MTu--------	:30		~~$200.00~~	NM		
Credited												
N 34	KVVU	10/01/12	10/02/12	Extra	M-F 7-730p		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	MT-----	2	$300.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	KVVU	10/01/12-10/07/12		Extra	M-F 7-730p	MTu--------	:30		~~$300.00~~	NM		
Credited												
									Totals		106	$51,200.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	69	$41,225.00	$35,041.25
10/01/12 -10/02/12	37	$9,975.00	$8,478.75
Totals	106	$51,200.00	$43,520.00

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6226637 TRF# 484802 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 08.54
$$$ MOD# 5: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

ADV #_____ ADV. NAME POLI/D HELLER/R/SEN/NV REP.#_____ OFF.# 762 SALESMAN #_____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 6226637 CLASS: NATL. LOCAL REGIONAL

PRDCT DEAN HELLER 4 SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP26/12 OCT2/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE OCT2/12 08.54

REP: TO ROSE
FR NIKKI
OK'D M6
NEW TOTAL $51200 (-500)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32		S	600P-700P	30		$200.00	10/1	10/2	1		M-TU	1
	PROGRAM : MORE											
	CON COM1: MAX 1X DAY											
	CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1											
34		S	700P-730P	30		$300.00	10/1	10/2	1		M-TU	1
	PROGRAM : EXTRA											
	CON COM1: MAX 1X DAY											
	CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1											

STATION MAKEGOOD OFFERS:

M6	OK'D	BUY#32	MISSED:M-TU/600P-700P	OCT1	30S	$200.00	(OCT1/12)
		BUY#34	M-TU/700P-730P	OCT1	30S	$300.00	

OFFER: NONE
CMT:SPOTS N/A. FLIGHT ENDING PLS CREDIT.

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REP HEADLINE# 6226637 TRF# 484802
$$$ MOD# 5: UNAPPROVED REV #1 $$$

CHANGES *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12	41225.00	OCT/12	$9,975.00									

CONTRACT TOTAL 51200.00
TOTAL SPOTS 106

MARKET TOTALS $258,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE